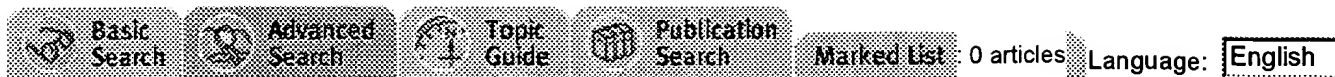


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			09/519008				
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 PR Newswire. New York: Mar 31, 2003. p. 1
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- ☐ 3. **The care, feeding, and consumption of Web services**
 Rafiq Mohammadi. **AIIM E - Doc Magazine**. Silver Spring: Mar/Apr 2003. Vol. 17, Iss. 2; p. 14
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- ☐ 4. **The performance edge**
 Ken Anderberg. **Communications News**. Nokomis: Nov 2002. Vol. 39, Iss. 11; p. 4 (1 page)
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 M2 Presswire. Coventry: Oct 23, 2002. p. 1
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- ☐ 6. **Ingrian Networks Boosts Web Performance and Optimizes Use of Bandwidth with New Compression Service Engine**
 Business Editors/High-Tech Writers. **Business Wire**. New York: Oct 16, 2002. p. 1
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- ☐ 7. **Gradian Systems Ltd: Ingrian Networks boosts Web performance and optimizes use of bandwidth with new Compression Service Engine; Ingrian delivers new service engine software as part of its "EASE" framework**
 M2 Presswire. Coventry: Oct 16, 2002. p. 1
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- ☐ 8. **Vividon Introduces SDA-C(TM) Edge-Streaming Cache - Ideal for E- Learning and Enterprise Content Delivery Networks**
 PR Newswire. New York: Jun 18, 2002. p. 1
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- ☐ 9. **New technology news in brief**

- ☐ Anonymous. **Management Services**. Enfield: Mar 2002. Vol. 46, Iss. 3; p. 30 (4 pages)
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- ☐ 10. **Global Knowledge Inc. releases OnDemand Personal Navigator**
Anonymous. **ServerWorld**. Cedar Park: Nov 2001. Vol. 15, Iss. 11; p. 22 (1 page)
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AND download	Citation and article text
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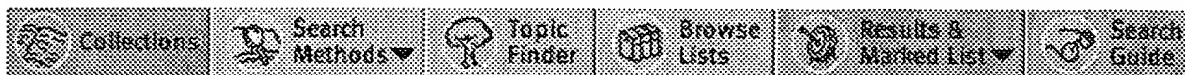
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IBM: IBM takes rich media beyond banners

M2 Presswire; Coventry; Nov 2, 1999;

Start Page: 1

Personal Names: [Fleisher, Audrey](#)




Full Text:

Copyright M2 Communications Ltd. Nov 2, 1999

M2 PRESSWIRE-2 November 1999-IBM: IBM takes rich media beyond banners (C)1994-99 M2 COMMUNICATIONS LTD * HotMedia 2.5 adds synchronized streaming audio and batch processing for high-volume e-commerce applications NEW YORK – IBM today announced software that makes it easier for companies to make their online business efforts more interactive. The newest release of IBM's rich media software allows companies to more easily integrate bandwidth-intelligent, high-volume multimedia with their existing business processes. IBM HotMedia* 2.5 enables companies to synchronize HotMedia streaming audio with images for more interactive Web-based presentations, slide shows and panoramas. The new release also includes a batch processing feature that gives high-volume, mega-product e-commerce, customer service and auction sites the ability to automate the production of large amounts of rich media content. These features are important as large retailers move to enhance their customers' experiences through the use of interactive rich media. Boston.com (<http://www.boston.com>) is using HotMedia 2.5's enhanced audio functionality to promote its MP3 Web site. According to Stephanie Shore, marketing manager for Boston.com, "HotMedia allows us to play several different music clips within the banner. It's an exciting way to attract users to our new MP3 music site because they can preview sample tracks before they visit." "HotMedia makes it easier for companies to create and manage rich media for e-business," said Bill Pence, director of development for IBM's Internet Media Group. "The new features in HotMedia 2.5 allow companies to make the digital experience more closely resemble the physical one, and easily turn static visuals into multimedia Web applications." IBM HotMedia is available for media professionals to download at <http://www.ibm.com/hotmedia>. In addition to the synchronization and batch processing enhancements, the new release includes:

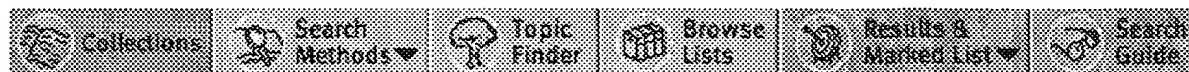
- * Enhanced streaming audio with selectable quality that provide options to trade-off bandwidth and listening experiences
- * A new authoring tool Graphical User Interface (GUI) for Windows and Mac platforms for convenient copy/paste and other ease-of-use functions
- * Player control Application Programming Interface (API) for JavaScript control of HotMedia to create customized navigation and playback controls
- * Image scrolling for advanced ticker experiences
- * GIF transparency support for optimizing bandwidth and memory usage
- * Floating tool tips for hot spots for enhanced interactivity in rich media experiences
- * User specified time interval for auto transition from thumbnail for additional control of page download characteristics
- * Event triggers for creating sophisticated rich media experiences, such as mouse-over streaming audio or daisy-chained panoramas

"We design using interactivity to pull our audience into a place where they will naturally want to participate. Balancing user controlled experiences with elements of playfulness and information is key to the success of a campaign that uses rich media," said Audrey Fleisher, creative director at Ogilvy Interactive. "HotMedia has opened up the way that rich creative concepts can be delivered without special plug-ins. Using HotMedia panoramas we can include an interactive experience that puts our Web audience into the situation. They are no longer simply spectators. They are participants." HotMedia plays an important role in IBM's strategy to help companies transform their creative and business processes to become e-businesses. IBM HotMedia is the first rich media technology for the Web to fully harness the power of Java*. The HotMedia player is broken into tiny applets (typically less than 10 Kbytes in size), which are delivered to the user on an as-needed basis. This patented "smart content" technology requires no plug-ins or special server requirements, eliminating two of the most significant drawbacks to the adoption of rich media. The product's new JavaScript player control API allows HotMedia to work with other objects in a Web application. HotMedia objects such as slide shows, videos, panoramas and tours can be controlled from within the user interface of applications

such as distance learning and corporate communications products without plug-ins or special controls. The new slide show feature in IBM HotMedia 2.5 works with content or presentation products that can output HTML or GIF/JPEG files. HotMedia features can be added to the slides and controlled by the new event trigger function in release 2.5. About  **IBM** IBM is the world's largest information technology company, with 80 years of leadership in helping businesses innovate. IBM software offers the widest range of applications, middleware and operating systems for all types of computing platforms, allowing customers to take full advantage of the new era of e-business. The fastest way to get more information about  **IBM** software is through the IBM software home page at: <http://www.software.ibm.com>. For more information about IBM HotMedia please visit: <http://www.ibm.com/hotmedia>. * Indicates trademark or registered trademark of  **International Business Machines Corporation**. *M2 COMMUNICATIONS DISCLAIMS ALL LIABILITY FOR INFORMATION PROVIDED WITHIN M2 PRESSWIRE. DATA SUPPLIED BY NAMED PARTY/PARTIES.*

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The digital crystal ball; New KUT manager looks to technology in public station's future

Austin American Statesman; Austin; Feb 10, 2000; [DALE SMITH](#);

Column Name: DALE SMITH**Start Page:** 12**Personal Names:** [Mishell, Kathryn](#)**Abstract:**

Web and radio technology are changing the nature of broadcasting - - and changing things fast. The recent [AOL](#) and [Time Warner](#) merger will certainly lead to major shifts, bringing a new array of **Internet** media services to our desktops. Already here in Austin, AMFM's Star System, using a **wide area network** (WAN), downloads locally created programs to small and midsize cities around the country. Most commercial stations store their **music** on servers, with rarely a CD (certainly no vinyl) in sight. Soon, you can imagine, systems will combine television, radio and **Internet** services into a single, easily accessible location. The day may come too when radio is broadcast digitally. That means you won't have the static, popping and cracks that sometimes accompany the sounds your antenna receives. Supporters claim that digital technology enhances sound fidelity and improves reception. With it, CD-quality sound can be accessed through the radio. Already, companies like USADR and [Lucent](#) are exploring the effects of implementing this technology.

Public-supported stations like KUT (90.5 FM) still rely on more traditional broadcasting methods. But that will be changing, according to J. Stewart Vanderwilt, who was named the station's general manager last month. He takes over on Feb. 14, replacing Phil Coriveau, who left the position last summer.

I spoke with Vanderwilt recently about the radio industry and the changes in technology faced by public radio. With technology bringing so much change, Vanderwilt said there are many issues to address.

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I spoke with Vanderwilt recently about the radio industry and the changes in technology faced by public radio. With technology bringing so much change, Vanderwilt said there are many issues to address.

"Public radio's at a really exciting point," he said. "We're at the highest level of audience service ever. Audiences are responding to and supporting public radio. But we're also looking at a fundamental change in the way radio is produced. I hope to lead KUT in identifying what the core values of its services are, and adapting and expanding that service into the digital future."

Although public radio has its largest audience ever, the pressure to improve radio quality is strong. AMFM has been progressive with technology, managing it to improve what that corporate entity defines as a better product. And with digital broadcasting almost a certainty in the future, KUT will have to be able to respond accordingly if it wants to continue attracting a higher percentage of listeners.

"AMFM has been a leader in terms of technology, and there's a lot we can learn from them," Vanderwilt said.

We also spoke about some of the issues he faces moving into a station with distinguished, high-quality local programming. KUT hosts such as Larry Monroe, Paul Ray, Jay Trachtenburg and Louis Harrison give KUT a distinctive appeal to listeners.

"The sense that I get about KUT is that its local programming is built on a premise that the audience respects a variety of musical genres and tastes," Vanderwilt said. "There's an authenticity to what you hear on that station. When you tune it in, you know you're in Austin. You can parachute into most cities and tune in to public radio, but it sounds the same as other stations. But when you tune into KUT you know where you are. It's an NPR station with a groove. NPR has definitely set a standard for bringing context and perspective to what's going on in the community and the world. What KUT brings to that is the groove of Austin."

Vanderwilt, who was born in Cleburn, said he grew up in different parts of the country. Most recently, he has lived in Muncie, Ind., where he worked as general manager for WBST-FM. At this Ball State station, Vanderwilt managed the construction of four new satellite stations and developed Indiana Public Radio's award-winning news department. As executive producer for "Rock & Roll America," he developed a show that examines contemporary American history through popular music.

With these achievements behind him, Vanderwilt says he's looking forward to Austin.

"It's such a vibrant radio community; there are so many public radio stations," he said. "I think that raises the overall consciousness of radio in the community."

*

KMFA (89.5 FM), which just celebrated its 33rd anniversary last month, recently aired a new program hosted by composer Kathryn Mishell. "Into the Light" presents classical music of the past and present written solely by women. You can hear the new show each Thursday at 9 p.m.

Mishell, a composer, pianist and teacher, has written orchestral music, chamber music and more than 100 piano pieces. She also has been honored by the National League of American Pen Women, was a commissioned composer of the Texas Music Teachers Association and has received ASCAP awards for the past three years.

"The purpose of 'Into the Light' is to let people know that this music exists and is worthy of their attention," Mishell said. Hildegard von Bingen, Fanny Mendelssohn Hensel, Amy Beach, Joan Tower and others can be heard on this exciting new program.

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